FUJIFILM
I&I – Imaging & Information

SUPER CCD

4th Generation
SUPER CCD SR

6.2M
Effective Pixels
[S3.1M+R3.1M]

6.6× ZOOM
3× Optical
2.2× Digital

xD-Picture Card™

digital
Tools for the imagination.

New

DIGITAL CAMERA
FinePix F700

THE FINEPIX F700: A DIGITAL CAMERA FOR THE PERFECTIONIST

FinePix

JPEG mode, 2832 × 2128 pixels, 1/400 sec, f/9.0, ISO 200 equivalent

Discover the Expressive Capabilities of the 4th-Generation Super CCD SR

Waiting for a camera that combines the imaging performance of a 35mm film camera with the versatility of digital photography? Meet the FinePix F700. It's as comfortable in the hand and convenient to use as the best film-based cameras. And, thanks to the exclusive 4th-Generation Super CCD, it's unparalleled in its ability to capture beautiful digital images.

The 4th-Generation Super CCD SR

Fujifilm's Super CCD sensors have already earned renown for their faithful, film-like imaging qualities. Now, with the development of the Super CCD SR, the FinePix line takes another step into the future.

The FinePix F700 incorporates the new 1/1.7-inch Super CCD SR, featuring 6.2 million* effective pixels (3.1 million S-pixels and 3.1 million R-pixels). Maximum image size is a high-resolution 2832 × 2128 (6.03 million) recording pixels.

** The largest number of pixels in the 1/1.7-inch class (as of February 2003)*

Expanded dynamic range

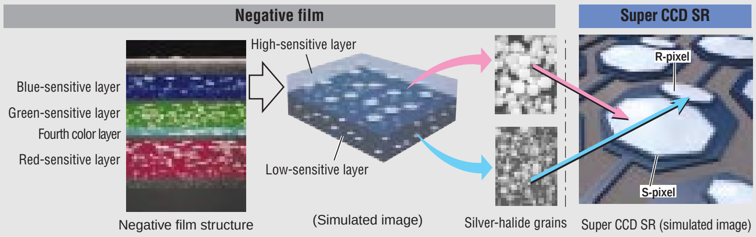
The new Super CCD SR was developed specifically to deliver wider dynamic range than ever before possible. Because of their limited dynamic range, the CCDs used in traditional digital cameras have difficulties reproducing high-contrast images containing both dark and bright areas, with shadows tending to lose detail and whites washing out.

To assure better dynamic range, the Super CCD SR simulates the extended tonal range characteristics of color negative film, and was based on a thorough study of how the structure of film could be applied to CCD design. Specifically, negative film employs both low-sensitivity and high-sensitivity layers for each of the primary RGB colors. The Super CCD SR mimics this structure by using a combination of low-sensitivity R-pixels and high-sensitivity S-pixels, employing extremely precise design and construction for each pixel.

By combining information from both types of sensor elements, the Super CCD SR achieves approximately four times greater dynamic range than the preceding 3rd-Generation Super CCDs. This means significantly greater tonal range — the ability to capture three-dimensional realism with a fine range of highlight tonality as well as a superlative shadow detail and texture.

Extended dynamic range is only the start with the FinePix F700. The next-generation sensor also yields improved resolution, greater sensitivity, higher signal-to-noise ratio, and enhanced color purity. In short: digital image quality that truly challenges photographic film reproduction.

Analogy between film and Super CCD SR



Sample images in this brochure were taken with the FinePix F700. (Excepting product shots)

All product images above are actual size.

THE FINEPIX F700: NO-COMPROMISE DESIGN, OPERATION, AND IMAGE QUALITY

Enhanced image processing and quick response

The FinePix F700’s new state-of-the-art LSI features an advanced image processing algorithm to enable high speed processing, smooth tonality and high signal-to-noise ratio. The new chip offers fast start-up and shooting interval times. In fact, the FinePix F700 is ready to shoot approximately 1.2 seconds after switching it on.

CCD-RAW file format

To preserve the utmost in image quality, the FinePix F700 is able to save captured images in CCD-RAW file format* (14-bits each for R, G, and B). Despite the large size of these files, the new LSI processes images with remarkable speed, so you’re always ready for the next shot.

** CCD-RAW files can be converted into TIFF files with the included “RAW File Converter LE” software.*

Wide range of ISO settings

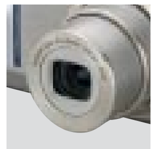
With the FinePix F700, you’re free to select any ISO-equivalent sensitivity from a medium-speed 200 to an ultra-fast 800 and 1600*, just as you would choose film type depending on subject and shooting conditions. The higher ISO settings excel at fast action and non-flash shooting in low-light conditions, as well as helping to prevent camera shake.

** When ISO 1600 is selected, resolution is automatically set to 1280 x 960 pixels.*

Symmetrical camera design

The styling of the FinePix F700 takes its cue from the clean layout of film-based compact cameras. The metal-clad body features a symmetrical layout with the lens and LCD screen at the center of the front and back respectively – the LCD is positioned directly behind the lens, aligned on the same plane, eliminating discrepancies in the image. And this centrally positioned lens and LCD produce ideal ergonomics for holding and operating the camera.

High performance 6.6✕ zooming



The FinePix F700 features a fast and responsive f/2.8 Super EBC Fujinon 3✕ optical zoom lens that is equivalent to 35-105mm on a 35mm camera. By designing the lens specifically for the sensor of the FinePix F700, Fujifilm’s engineers were able to ensure outstanding pictorial results from wide angle to telephoto. Combined with smooth digital zooming up to 2.2✕ (in 1280 × 960-pixel mode), the camera can effectively magnify images up to approximately 6.6✕ (224mm equivalent).

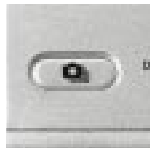
Comprehensive user controls

From total automated ease to full manual operation, the FinePix F700 gives you exactly as much control over the picture-taking process as you like – including a unique new way to set all major shooting parameters with a single button.

Photo Mode Button: An entirely new concept in digital camera operation, this button gives you control over all image quality parameters, including sensitivity (AUTO* or MANUAL: ISO equivalent 200, 400, 800, and 1600**), and color (Standard, Chrome, and B&W). The Chrome color setting, for example, slightly boosts contrast and saturation for a look that resembles color slide film. When reviewing images, this control can also be used to set DPOF for printing.

** If you select AUTO for the ISO setting, the camera automatically selects the appropriate ISO (ISO equivalent 160 to 400).*

*** When ISO1600 is selected, resolution is automatically set to1280 × 960 pixels.*



Continuous Shooting Select Button: Lets you choose instantly among three continuous shooting modes: “Top-5 Frame” (5 frames/second for one second when shutter button is pressed), “Final-5 Frame” (5 frames/second for one second just before shutter button is released*), and “Long-Period Continuous Shooting”. Long-Period Continuous Shooting is available only in Auto Programmed mode and forces the resolution to 1280 × 960 pixels, but allows you to capture up to 40 frames at a continuous 1.8 frames/second.

** Although you can shoot up to 25 frames (5 frames/second for 5 seconds) in this continuous mode, only the five frames just before the shutter button is released are actually captured.*

Continuous AF Button: Simply hold your finger on this button to keep a moving subject in continuous focus. Whatever the mode, the auto focus system of the FinePix F700 offers quicker and more accurate focusing in any situation, including low light. The camera also lets you focus on specific areas in the viewfinder using the AF Area Focus mechanism, without having to lock and recompose the shot.

Versatile exposure options

The FinePix F700 provides six different ways to get the exposure you want: Auto mode for the ultimate in ease, plus Programmed AE, Aperture-Priority AE (a range of 13 f-steps, from F2.8 to F8), Shutter Speed-Priority AE (1/1000 to 3 seconds), Manual, and Scene Position modes. The latter gives you instant access to four special preset program modes: Portrait, Landscape, Sports, and Night Scene.

To handle the widest possible variety of light conditions, the FinePix F700 also provides three light metering choices: 64-TTL Multi, Spot, and Average. Like a 35mm camera, the FinePix F700 has an exposure compensation button on the back of camera. This button allows you to easily correct exposure from –2 to +2 EV in 1/3-EV increments.

Ultra-sophisticated Auto White Balance

The Super Intelligent Auto White Balance of the FinePix F700 precisely detects and evaluates lighting conditions on your subjects, even in situations with several different light sources including flash, to deliver highly accurate, natural colors.

Manual shooting capability

If you enjoy having full control over your camera, you’ll appreciate the FinePix F700’s manual shooting features. In fact the FinePix F700 boasts some of the most comprehensive manual controls – all designed to help you take photographs your way. They include manual white balance, exposure compensation, ISO sensitivity, auto exposure bracketing, macro shooting, slow synchro shooting, sharpening, preview and post-view functions.

“Motion Photo” VGA movie recording

The FinePix F700’s movie mode offers 640 × 480 (approx. 223 seconds) and 320 × 240 pixels (approx. 7.3 minutes*) at a full 30 frames/second with sound. Captured video clip images are smooth and highly detailed, and recorded in the Motion JPEG (AVI) format, so that you can also enjoy viewing each frame as a high-quality still image.

** When using with 256MB xD-Pictue Card¸ (DPC-256)*

User-friendly 1.8-inch LCD monitor

To shoot well you need to see well. That’s why the FinePix F700 features a high-resolution 1.8-inch, 134,000-pixel CG silicon TFT LCD monitor for crystal-clear, glare-free images.

A world traveler

Compatible with both PAL and NTSC video formats, the FinePix F700 is at home anywhere in the world. The LCD menu can be displayed in any of six languages – English, French, German, Spanish, Chinese or Japanese.

xD-Picture Card™ support

The FinePix F700 is designed around the xD-Picture Card™*, the new standard in ultra-compact digital storage media. With the compatible USB card reader and PC/Compact Flash™ card adapters, xD-Picture Card™ can be swapped freely among a wide range of digital cameras, computers, and other devices.

Actual size

** The FinePix F700 supports xD-Picture Cards of up to 256MB.*

Convenient voice memo

A handy voice memo function lets you record up to 30 seconds of audio at any time. Recordings are saved in the WAV format, and can be attached to any image file.

Long-life battery

The included NP-40 lithium-ion rechargeable battery allows you to take up to about 135 shots with the LCD set to on or 270 shots with the LCD off.

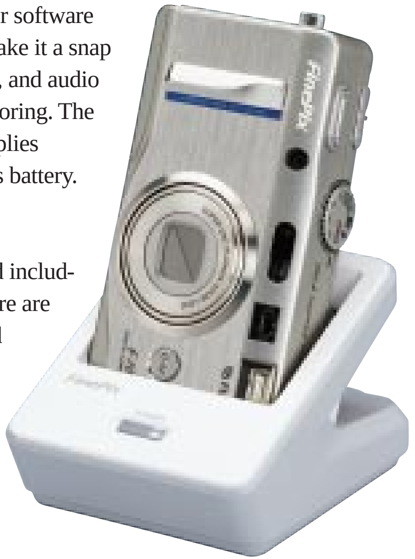
Easy connection to your PC

The PictureCradle and FinePixViewer software that come with your FinePix F700 make it a snap to download image files, movie clips, and audio files to your PC for viewing or monitoring. The PictureCradle also automatically supplies power to the camera and recharges its battery.

Windows XP compatibility

Designed for Microsoft® Windows® XP

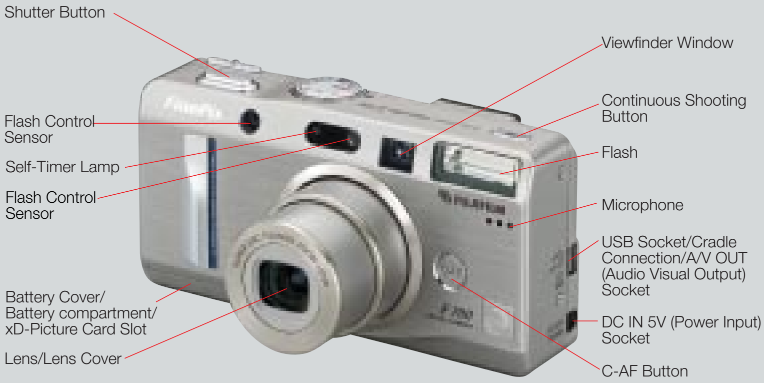
The FinePix F700 and included USB driver software are certified as “Designed for Microsoft® Windows® XP”. They are also fully functional with Windows 98SE/2000/ME and the Mac OS.

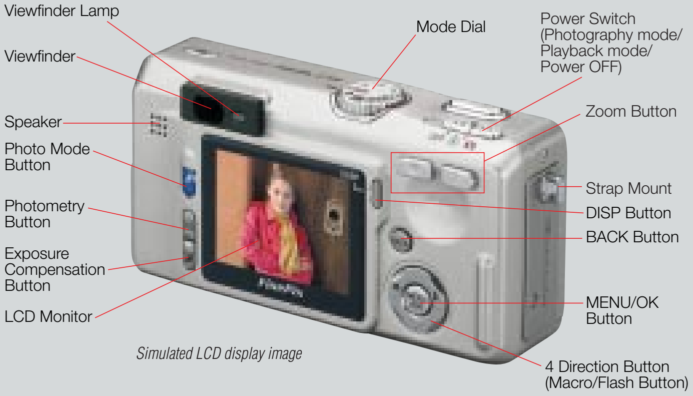


With included PictureCradle

JPEG mode, 2832 × 2128 pixels, 1/1000 sec, f/8.0, ISO 200 equivalent

FUNCTIONS


Shutter Button
Viewfinder Window
Continuous Shooting Button
Flash Control Sensor
Self-Timer Lamp
Flash
Flash Control Sensor
Microphone
USB Socket/Cradle Connection/A/V OUT (Audio Visual Output) Socket
Battery Cover/ Battery compartment/ xD-Picture Card Slot
DC IN 5V (Power Input) Socket
Lens/Lens Cover
C-AF Button



Simulated LCD display image

SPECIFICATIONS

DIGITAL CAMERA FinePix F700

Number of effective pixels*	6.2 million (S-pixel: 3.1 million, R-pixel: 3.1 million) pixels
CCD sensor	1/1.7-inch Super CCD SR Number of total pixels: 6.7 million (S-pixel: 3.35 million, R-pixel: 3.35 million) pixels
Number of recorded pixels	Still image: 2832 × 2128 (6.03 million)/2048 × 1536/ 1600 × 1200/1280 × 960 Movie: 640 × 480 pixels (30 frames/sec.), 320 × 240 pixels (30 frames/sec.)
Storage media	xD-Picture Card™
File format	Still image: CCD-RAW/JPEG (Exif. Ver 2.2), Movie: AVI (Motion JPEG) (Design rule for Camera File system compliant/DPOF-compatible)

Number of images/recording time

Modes	Still image					Movie	
Image Quality mode displayed	CCD-RAW	6M	3M	2M	1M	320	160
Number of recorded pixels	2832 × 2128		2048 × 1536	1600 × 1200	1280 × 960	320 × 240	160 × 120
DPC-16 (16MB)	1	10	19	25	33	Approx. 13 sec.	Approx. 26 sec.
DPC-32 (32MB)	2	21	40	50	68	Approx. 27 sec.	Approx. 54 sec.
DPC-64 (64MB)	4	42	81	101	137	Approx. 55 sec.	Approx. 109 sec.
DPC-128 (128MB)	9	85	162	204	275	Approx. 111 sec.	Approx. 219 sec.
DPC-256 (256MB)	19	171	325	409	550	Approx. 223 sec.	Approx. 7.3 min.

The numbers of images and recording time will vary slightly depending on the type of the subject.

Lens	Super EBC Fujinon 3× zoom lens, F 2.8
Lens focal length	Equivalent to 35 – 105mm on a 35mm camera
Focus	Autofocus / AF Area Focus /AF (Center) Focus / Manual Focus
Focus distance	Normal: 60cm/2.0 ft. to infinity Macro: Approx. 9cm – 80cm/3.5 in. – 2.6ft.
Shutter speed	3 – 1/ 2000 sec.
Aperture	F2.8 – F8 (1/3EV step)
Sensitivity	Auto: Equivalent to ISO 160 – 400 (at LCD on and flash off) Manual: Equivalent to ISO 200/400/800/1600 (Resolution fixed at 1M for shots taken at ISO 1600
Exposure control	64-zone TTL metering-multi, spot, average
Exposure modes	Programmed AE, Aperture Priority AE, Shutter Priority AE, Manual
White balance	Automatic Manual (Fine, Shade, Fluorescent light (Daylight), Fluorescent light (Warm White), Fluorescent light (Cool White), Incandescent light, Custom
Viewfinder	Real-image optical viewfinder
LCD monitor	1.8-inch CG silicon TFT (134,000 pixels)
Flash	Auto flash using flash control sensor Effective range: Wide angle (0.3m – 5.0m/1.0ft – 16.4ft) Telephoto (0.6m – 4.0m/2.0ft – 13.1ft) Flash mode: Auto, Red-eye Reduction, Forced Flash, Suppressed Flash, Slow Synchro, Red-eye Reduction + Slow Synchro
Self-timer	Approx. 2/10 sec. delay
Video output	NTSC/PAL selectable
Terminal	Multiple Connecter (for included USB & AV cable, Cradle), Power input socket
Power source	NP 40 battery (710mAh, included) or AC Power Adapter (included)
Dimensions	108.0 (W) × 54.0 (H) × 28.0 (D) mm/4.3 (W) × 2.1 (H) × 1.1 (D) in. Max. (D) 32 mm/1.3 in.
Weight	Approx. 170g/6.0oz. (excluding battery)
Camera functions	
Digital zoom	2.2× (1280 × 960 pixels), 1.8× (1600 × 1200 pixels), 1.4× (2048 × 1536 pixels)
Shooting modes	Normal: Auto, Scene Position (Portrait, Landscape, Sports, Night Scene) Continuous: 1. Top-5 (5 frames/sec., up to 5 frames) 2. Final- 5 (5frames/sec., up to 5 frames) 3. Long-period (Max. 1.8 frames/sec. up to 40 frames. Only at 1280 × 960 pixels)
Color modes	B&W/CHROME/STANDARD
Movie recording	640 × 480 pixels: 30 frames/sec. 320 × 240 pixels: 30 frames/sec. With monaural sound, AVI format (Motion JPEG)
Voice Memo	Up to 30 sec. WAV format
Playback	Single frame (with max.18× Playback zoom), 9 Multi-frame

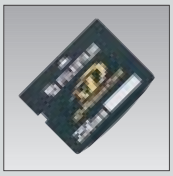
Accessories included	16 MB xD-Picture Card™ Li-ion battery NP 40 AC Power Adapter AC-5VW Hand strap USB cable AV cable PictureCradle: DC in, Multiple Connecter CD-ROM • USB driver • FinePixViewer • ImageMixer VCD for FinePix • RAW File Converter LE

* Number of effective pixels: The number of pixels on the image sensor which receive input light through the optical lens, and which are effectively reflected in the final output data of the still image.

** Exif 2.2 is a newly revised digital camera file format that contains a variety of shooting information for optimal printing.

Specifications are subject to change without notice.

OPTIONAL ACCESSORIES



xD-Picture Card™
DPC-16 (16MB)
DPC-32 (32MB)
DPC-64 (64MB)
DPC-128 (128MB)
DPC-256 (256MB)

Rechargeable Lithium-ion Battery NP-40

PC Card Adapter DPC-AD

Battery Charger BC-65

- Charged in approx. 2 hours,
- The NP-40 battery adapter is included.

Image Memory Card Reader DPC-R1 (USB)

Soft Case SC-FX700

CompactFlash Card Reader DPC-CF

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